

**NORTH LITTLE ROCK
SIGN BOARD AGENDA
February 14, 2017
9:30AM**

Agenda Meeting: -Roll Call

Reminder: -Turn off cell phones

Administrative: -

Approval of Minutes: - January 10, 2017

Public Hearing:

1. Sign Board 2016-7 To allow wall signs on 3 non-street frontage sides of the building located at 3929 McCain Blvd. (3rd time on agenda)

2. Sign Board 2017-1 To allow wall signs on 2 non-street frontage sides of the building located at 4401 Warden Road.

Public Comment/Adjournment

North Little Rock Building and Housing Board of Adjustment

Minutes

January 10, 2017

The North Little Rock Building and Housing Board of Adjustment meeting was called to order by Jeremy White at 9:30 a.m. in the Community Planning Conference Room B.

Members Present

Tommy Cupples
Brad Hughes
Basil Shoptaw
Gladys Webb
Jeremy White, Chairman

Member Absent

None

Staff Present

Shawn Spencer, Director of Planning
B.J. Jones, Secretary

Others Present

Jason Davenport, 10 Collins Industrial, NLR, AR

Approval of Minutes:

Ms. Webb formed a motion to approve the minutes from the previous meeting.

Mr. Hughes seconded the motion. There was no dissent.

Public Hearings

1. **Sign Board 2016-7** To allow wall signs on all non-street frontage sides of the building located at 3929 McCain Blvd.

Shawn Spencer advised the Board that the applicant had asked to postpone this case once again due to the fact that notification had not been completed. He added that the case would be moved to next month.

2. **Sign Board 2016-8** To allow a wall sign on a non-street frontage side of the building located at 3711 McCain Blvd

Mr. Davenport represented Pinnacle Signs and Graphics for the request for a sign on the west side of the old Arvest Bank beside Red Lobster, explaining that it is difficult to see signage on the front of the building when traveling down McCain Blvd. He added that the drivethru had been removed from the old bank and the request is for the side of the building where the drivethru had been located.

Mr. Cupples asked if a pole sign was allowed for the business.

Mr. Spencer replied in the negative.

Mr. Cupples asked how large the monument sign would be.

Mr. Davenport was not sure, but noted that the pole was set with three feet extending above ground.

Mr. Spencer added that the maximum could be six feet.

Mr. Cupples asked how large the sign would be.

Mr. Davenport replied that it would be approximately twenty-five feet wide and fifty inches tall.

Mr. Spencer added that it would be a large fifty-inch circle

Mr. Cupples wondered if that would be over the ten percent limit.

Mr. Davenport responded that the sign would be just under the ten percent allowed.

Mr. Hughes apologized for his tardiness and asked if there was signage planned for the front door.

Mr. Davenport replied in the affirmative.

Mr. Hughes asked if the sign request was the only sign except for the monument.

Mr. Shoptaw asked if staff recommended approval.

Mr. Spencer replied in the affirmative.

Mr. Cupples formed a motion to approve the applicant's request.

Ms. Webb seconded the motion and it was passed with four affirmative votes. The one opposing vote came from Mr. Hughes.

Administrative:

Mr. White asked if there was any administrative business.

Mr. Spencer handed out paperwork for the Board members to complete and return concerning their public contact information for this board.

Public Comment/Adjournment

A motion was made to adjourn by Ms. Webb at 9:42am and seconded by Mr. Hughes. There was no dissent.

Passed: _____ RESPECTFULLY SUBMITTED:

—

Jeremy White, Chairman

CASE: Sign Board #2016-7

REQUEST: to allow wall signs on all non-street frontage sides of the building

LOCATION OF THE REQUEST: 3929 McCain Blvd – Firestone Tires

APPLICANT: Condray Sign

SITE CHARACTERISTICS: Building is designed to service automobiles. The parking lot surrounds the building entirely. A private road used to access McCain Mall runs parallel to the property's rear.

ZONING: C-3

SURROUNDING USES:

NORTH: C-3 / McCain Mall

SOUTH: C-3 / Arvest Bank & Retail

EAST: C-3 / BJ's Restaurant

WEST: C-3 / Simmons Bank

WAIVER OF: Section 14.24 Part E. – Wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant.

SUMMARY: Applicant wishes to hang wall signs on 3 sides of the building which do not face a street. All of the proposed wall signs meet the City's size requirements. There have previously been wall signs on non-street frontage sides of the building.

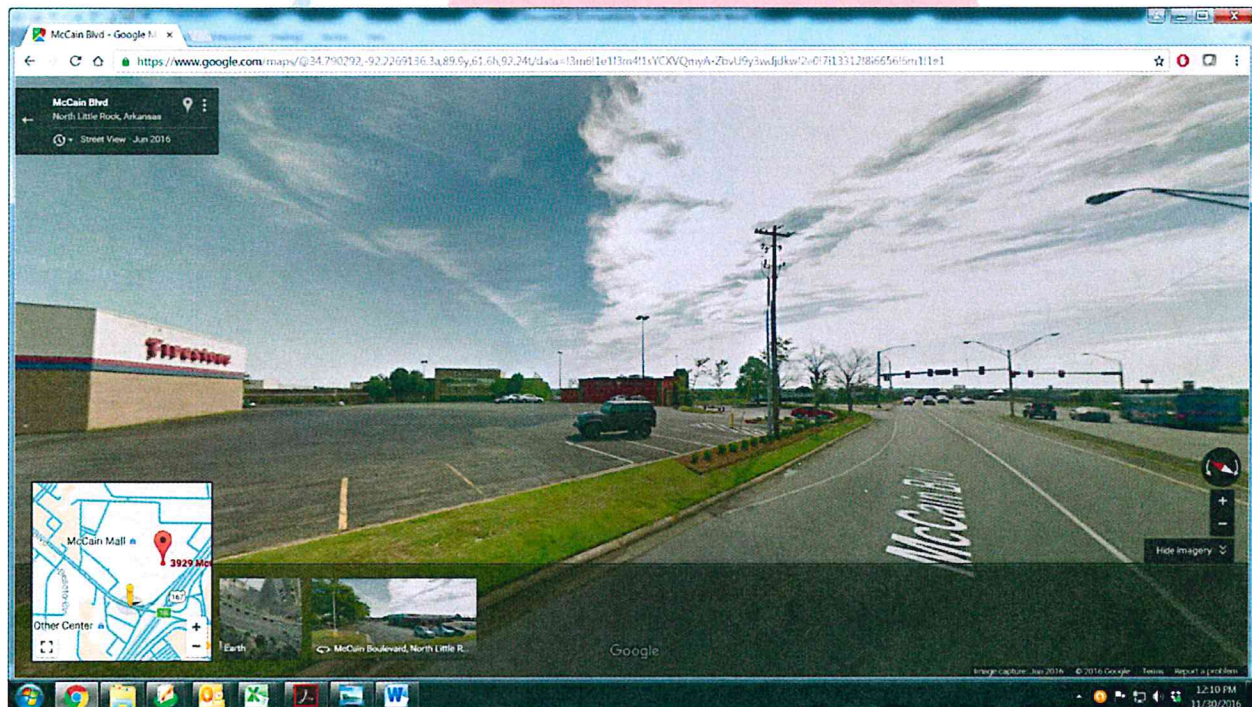
STAFF RECOMMENDATION: Staff is supportive of signs on 3 sides of the building, but not on all 4 sides.

11/7/16

Firestone
3929 McCain Blvd
North Little Rock, AR

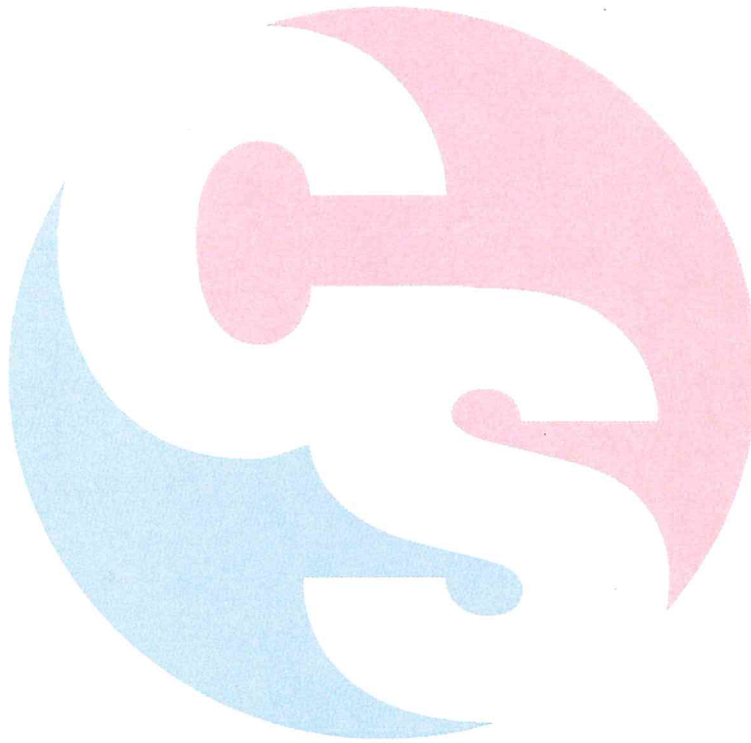
Letter of Hardship

East Elevation – Remove existing Firestone sign (127 sq ft) that exceeds the allowable square footage. Replace with a new sign Firestone sign (75 sqft) that meets current code. Per the city, the East elevation does not have street frontage. This elevation can be seen from the intersection of McCain and Warden Rd.



North Elevation – Remove the existing (2) wall signs, totaling 107.75 sq ft, and replace with 1 wall sign totaling 75 sq ft. We are requesting a sign on non-street frontage elevation for building identification purposes.

West Elevation – Install new wall sign, totaling 75 sq ft. Allowing for this sign to be installed will identify this location as Firestone. Individuals unfamiliar with this area of town, would pass the entrance before noticing it is Firestone. This particular location does not have a pylon / monument presently.



E04

N04



Right Elevation



Right Elevation

Project Title: Bridgestone Firestone

SITE OVERVIEW

3929 McCain Blvd. N. Little Rock AR 72209



2655 International Parkway
P.O. Box 9175
Virginia Beach, VA 23450
(757)427-1900

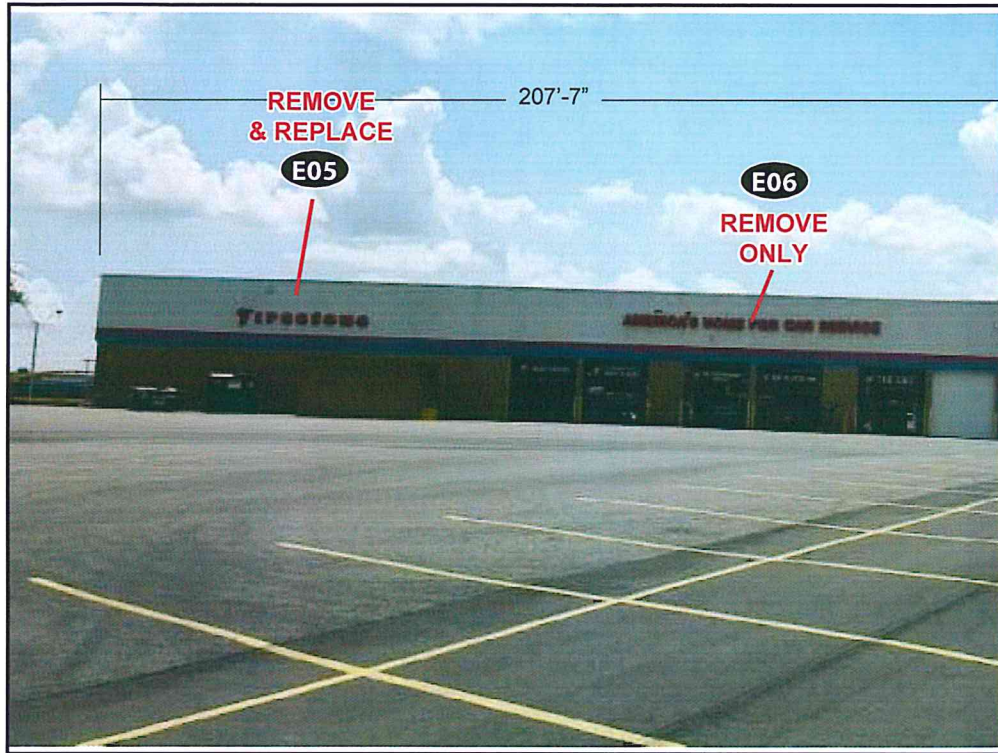


Architectural Graphics, Inc.

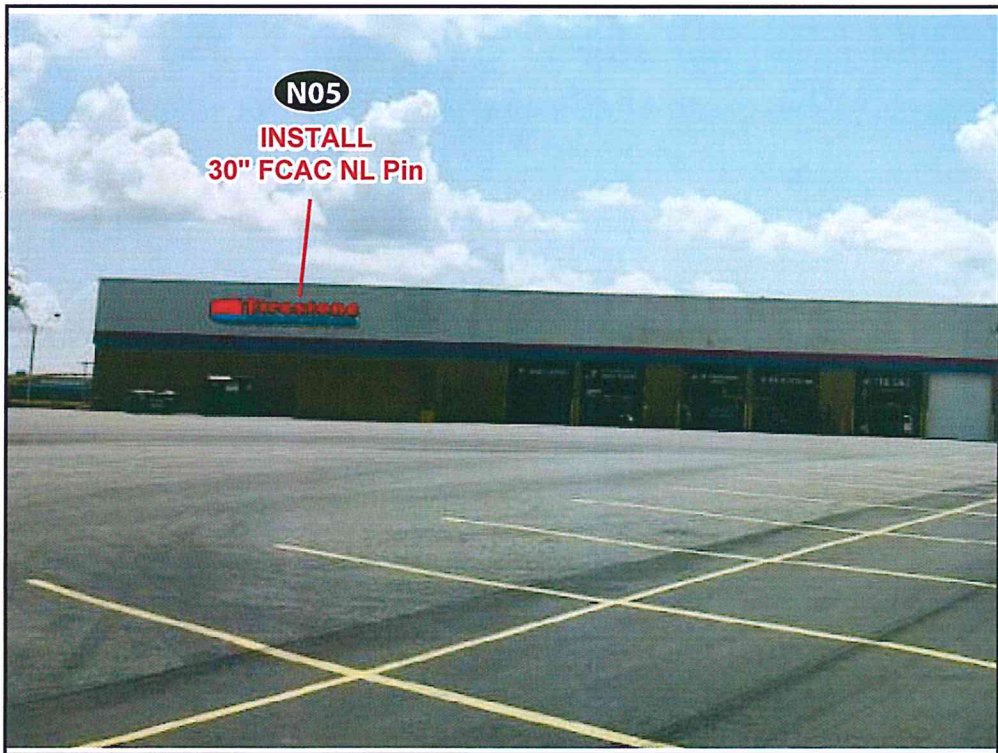
E05

N05

E06



Rear Elevation



Rear Elevation

Project Title: Bridgestone Firestone

SITE OVERVIEW

3929 McCain Blvd. N. Little Rock AR 72209



2655 International Parkway
P.O. Box 9175
Virginia Beach, VA 23450
(757)427-1900

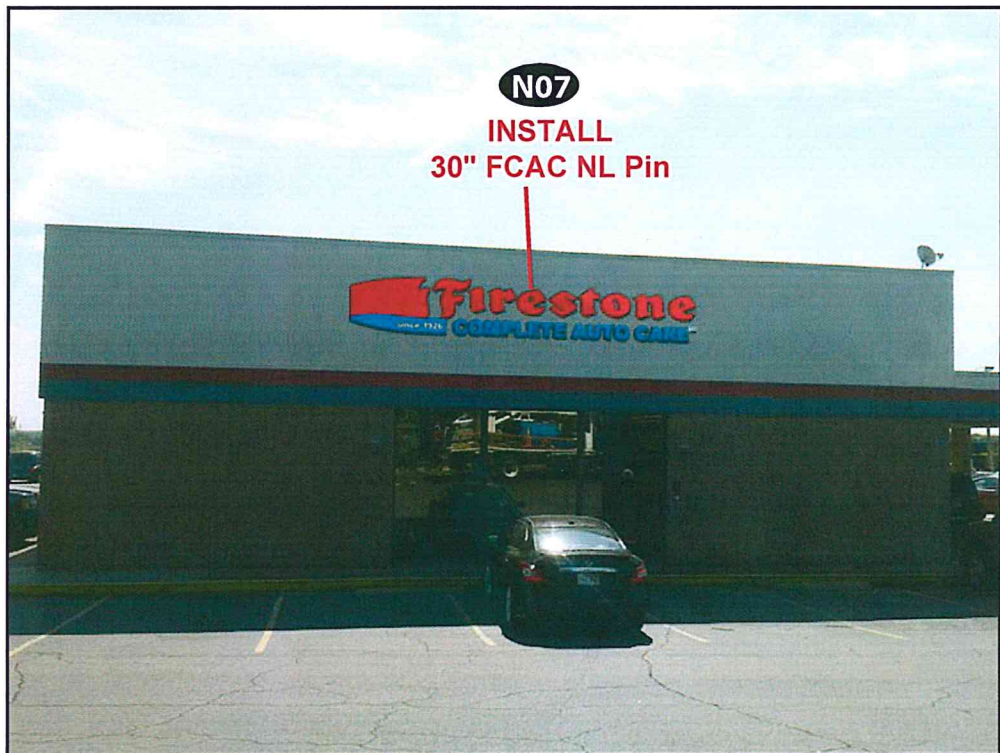


Architectural Graphics, Inc.

N07



Left Elevation



Left Elevation

Project Title: Bridgestone Firestone

SITE OVERVIEW

3929 McCain Blvd. N. Little Rock AR 72209

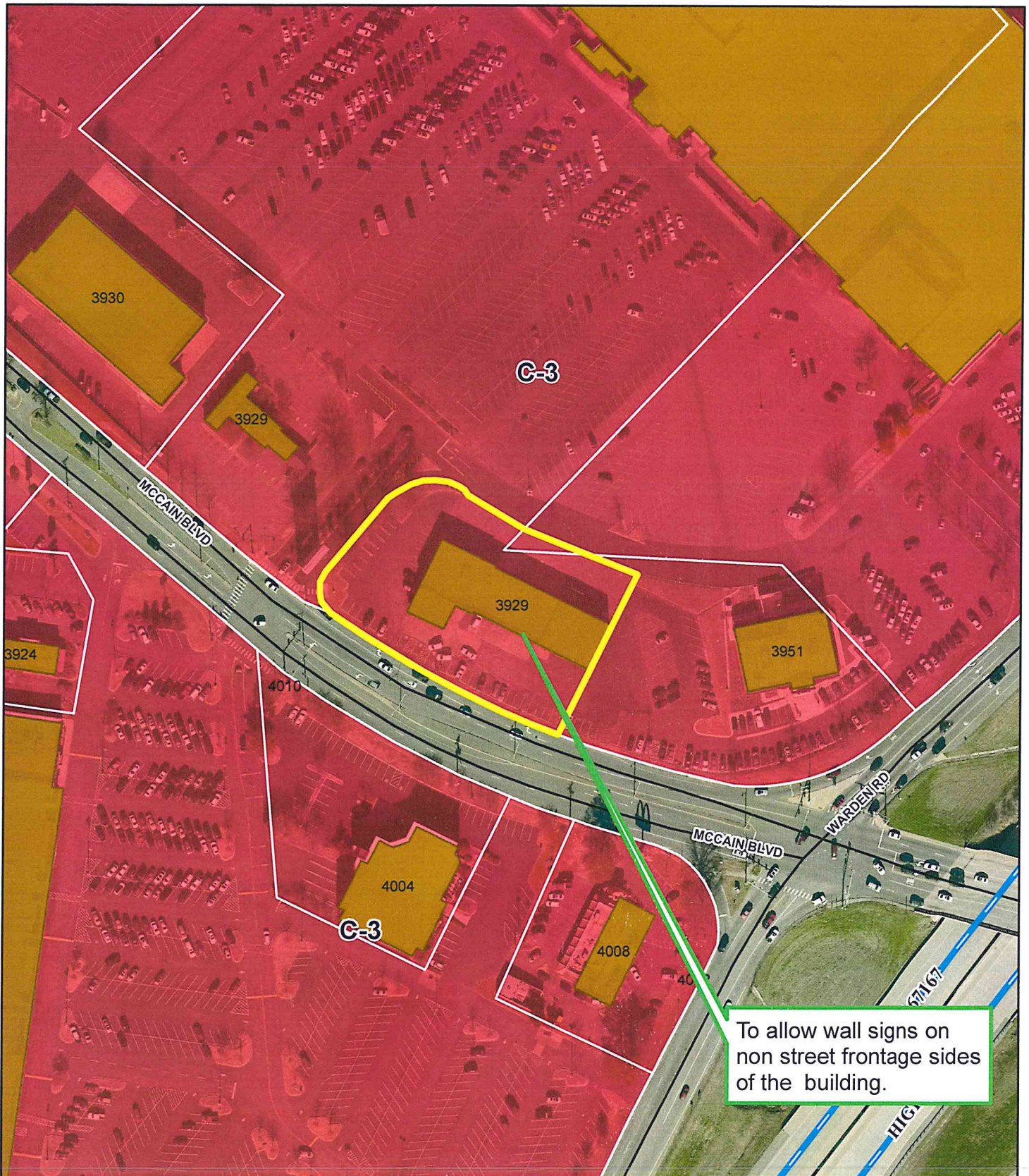


2655 International Parkway
P.O. Box 9175
Virginia Beach, VA 23450
(757)427-1900



Architectural Graphics, Inc.

Sign Board



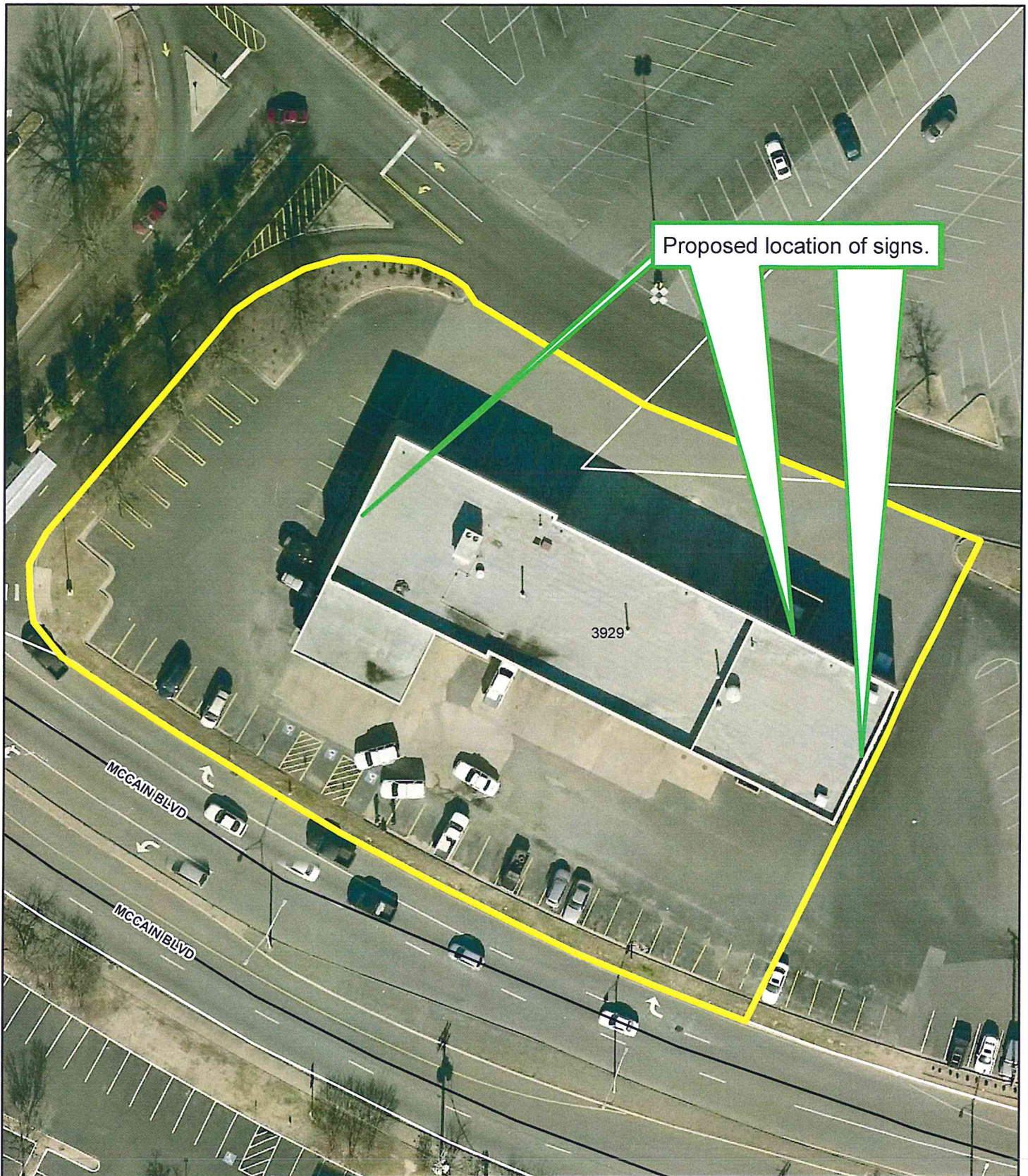
Date: 11/18/2016

BHBA CASE # 2016-7
3929 McCain Blvd

1 inch = 150 feet
0 75 150 300 Feet



Sign Board



Date: 11/18/2016

BHBA CASE # 2016-7
3929 McCain Blvd

1 inch = 50 feet

0 25 50 100 Feet



CASE: Sign Board #2017-1

REQUEST: to allow wall signs on 2 non-street frontage sides of the building

LOCATION OF THE REQUEST: 4401 Warden Road – Outback Steakhouse

APPLICANT: Shawn Smith – SES Inc

SITE CHARACTERISTICS: Building is located on a one way frontage road for the Interstate. The area is a vehicle based commercial district with restaurants, hotels and some car repair. Direct access from the Interstate to this site is not available.

ZONING: C-3

SURROUNDING USES:

NORTH: C-3 / Car repair
SOUTH: C-3 / Applebee's
EAST: Interstate
WEST: C-3 / Hotel

WAIVER OF: Section 14.24 Part E. – Wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant.

SUMMARY: Applicant wishes to hang wall signs on 2 sides of the building which do not face a street. All of the proposed wall signs meet the City's size requirements. There have previously been wall signs on non-street frontage sides of the building.

STAFF RECOMMENDATION: Staff is supportive of signs on 3 sides of the building.



January 4, 2017

North Little Rock
Community Planning
120 Main Street
North Little Rock, AR 72114
501-975-8835

To whom it may concern:

The existing Outback Steakhouse located at 4401 Warden Road in North Little Rock, Arkansas has been identified as a location to be rebranded to the new branding standards. Part of the update is exterior signage. This location currently has wall signage on three of the elevations; front, left and right. Outback would like to update these existing wall signs and each elevation would not exceed 3% of sign area. As the signage requested is not excessive in nature and balances well with each elevation as an integrated design element. The proposed signage would continue to provide quality wayfinding just like the existing.

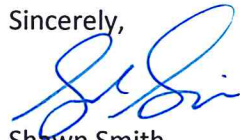
This site is in a C-3 zoned district and is currently allowed one wall sign and an additional wall sign if located on a corner and no wall sign area shall not exceed 10% of the façade area attached. This site is unique as the three elevations in question, with signage are currently visible to Warden Road and 167/67 respectfully. This site is also unique as the main access road is a one-way (south), so advance notification to 167/67 is necessary, so motorist traveling north bound can identify the location and proceed to Exit 3 (Lander Road), turn right on Trammel Road and then a left on Warden Road to access the property. If a motorist is traveling south bound on 167/67, they also have to use Exit 3 to access Warden Road. If they miss that exit, they must pass the location and travel to I-40 (over a mile away) before they can navigate back to the property. Seeing that approximately 20% of the population is in transition; moving into the area, moving out of the area, or passing through and with the limited access points signage is critical for the motoring public epically in this area. The request is minor in nature and could be considered a "face replacement" of the existing signage. However, these are not typical cabinet style designed signs. These are individual channel letters with internal LED illumination, so the old signs need to be removed and replaced.

This site also has approximately 459' of frontage along Warden Road with two access points and cross access with neighboring properties to McCain Park Drive to the south and W Commercial

Drive to the north. This type of planning seems to warrant the need for additional signage to insure safe traffic maneuvers through parking fields. With the amount of frontage, per the code, and additional freestanding sign type sign could be permitted, however, Outback feels that there is no need for an additional freestanding sign and with the proposed wall signage request is much less than what could be permitted for the additional freestanding sign.

Outback feels that if the variance is not granted to allow the ability to maintain signage on the existing elevations, it would provide an undue hardship on the business which it has been operating under to date. The request is not to increase the amount of signage or increase sign clutter in this commercial corridor. It is to maintain an existing condition which has not caused any harm to the neighboring public or competitive advantage to other businesses in the area. Also, please note that only two elevations will be visible at one time to the motoring public.

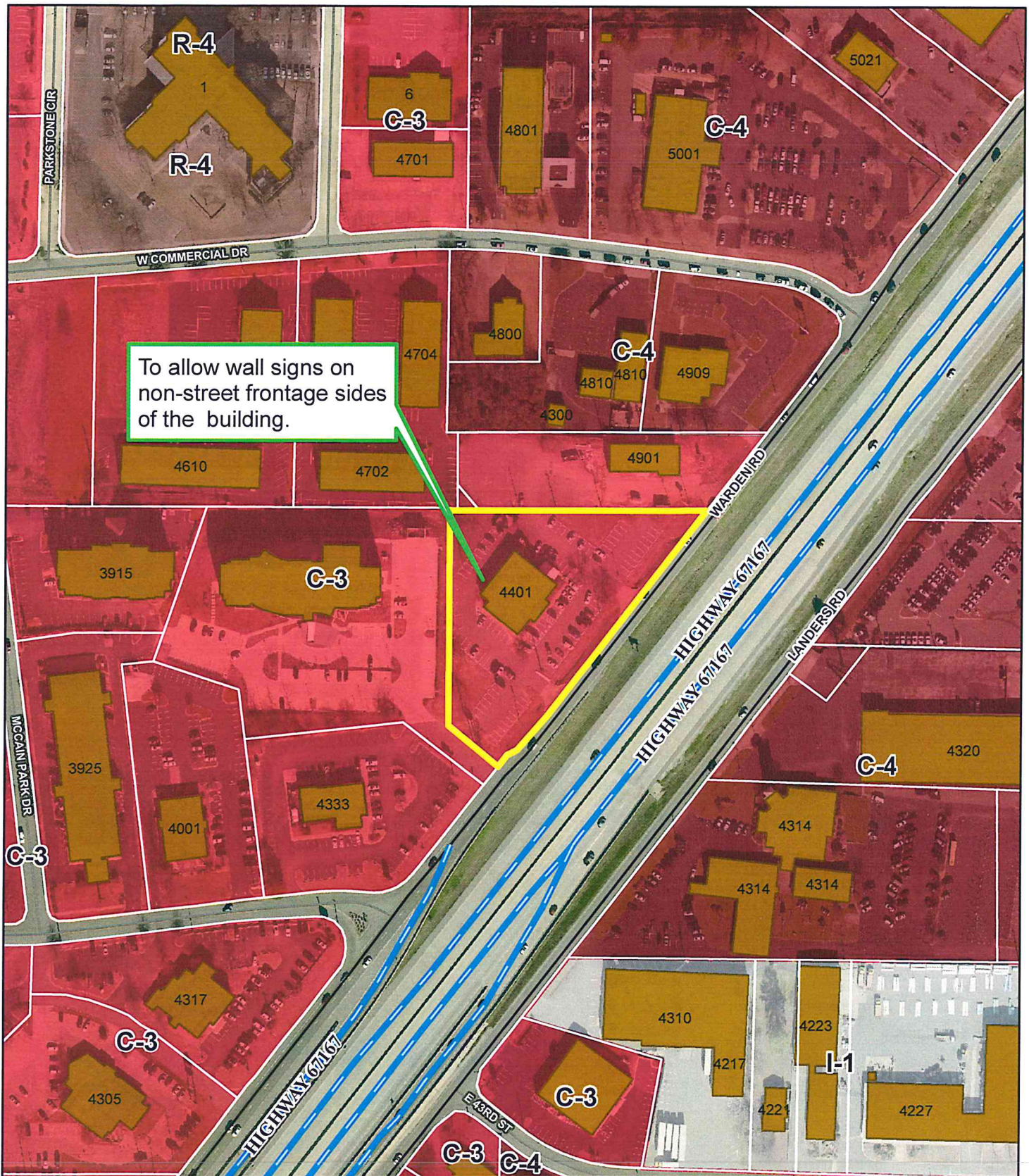
Sincerely,



Shawn Smith

800-599-7696

Sign Board



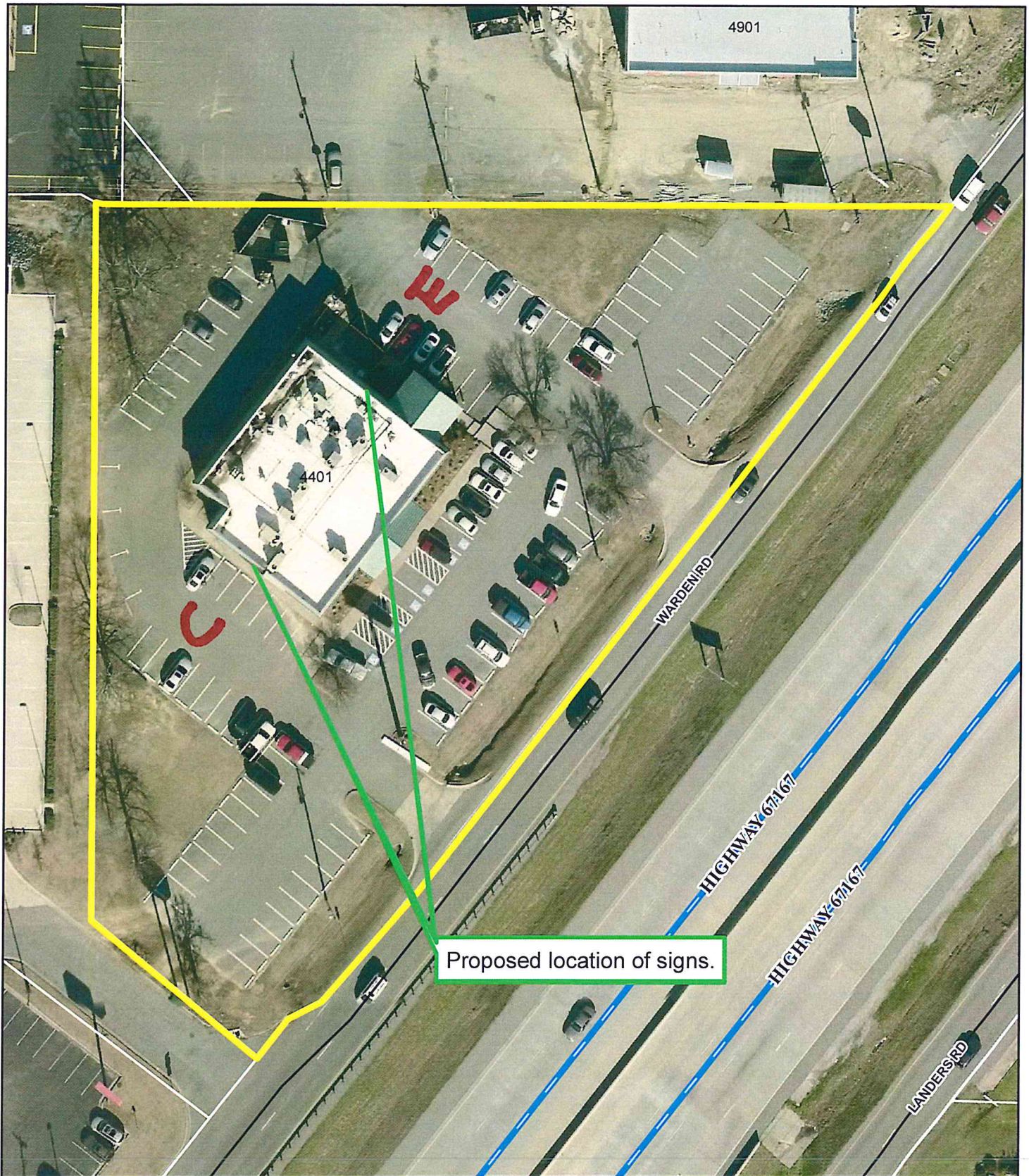
Date: 1/12/2017

BHBA CASE # 2017-1
4401 Warden Rd.

1 inch = 200 feet
 0 100 200 400 Feet



Sign Board



Proposed location of signs.



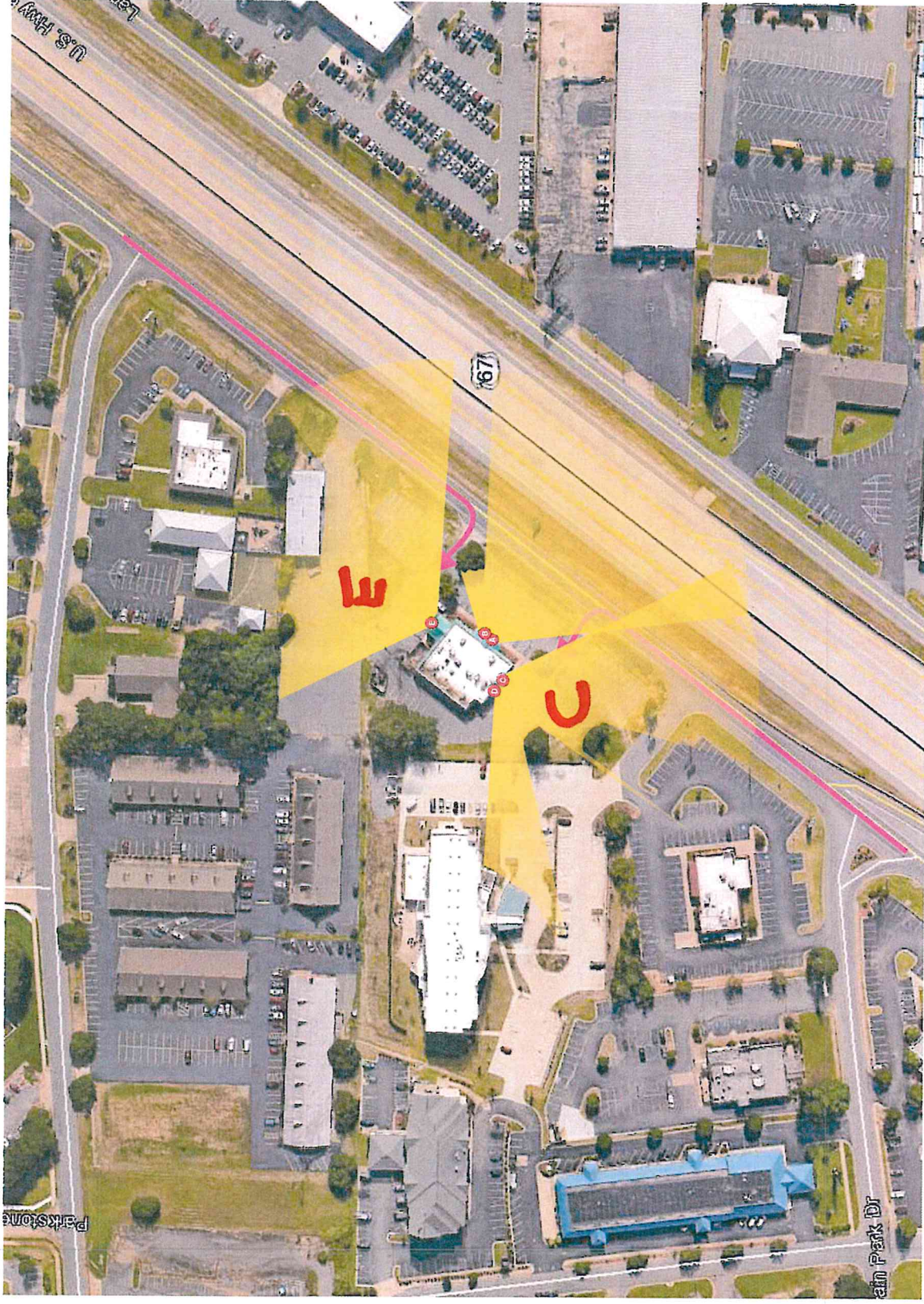
Date: 1/12/2017

BHBA CASE # 2017-1
4401 Warden Rd.

1 inch = 60 feet

0 30 60 120 Feet

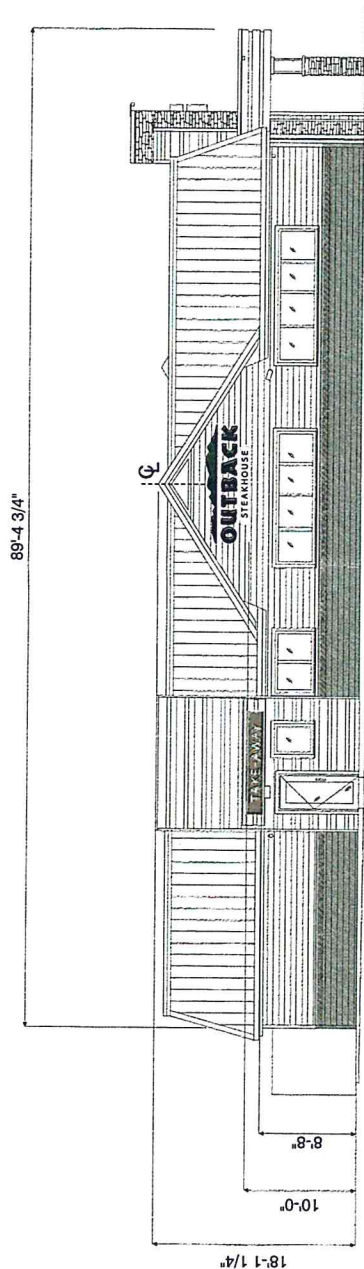




Existing

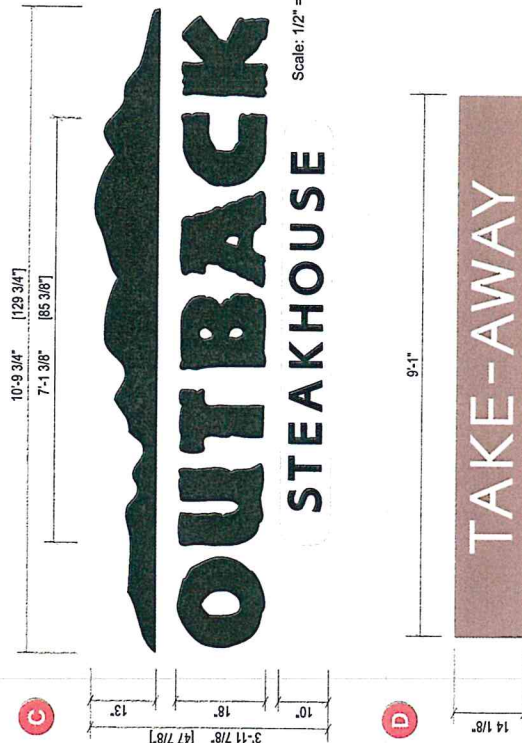


C



Scale: 3/32" = 1'

Letterset is 43.14 SF - Occupies 2.6% of Elevation
Take-Away is 10.69 SF - Occupies 0.6% of Elevation

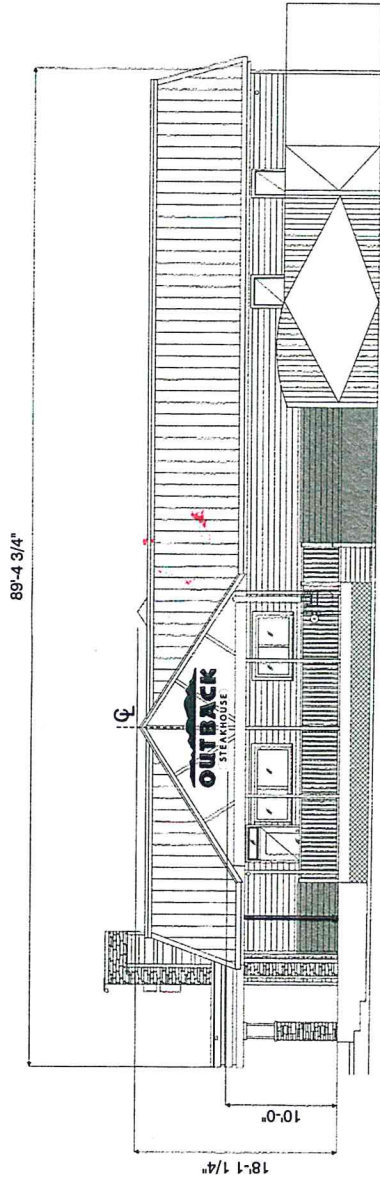


Existing

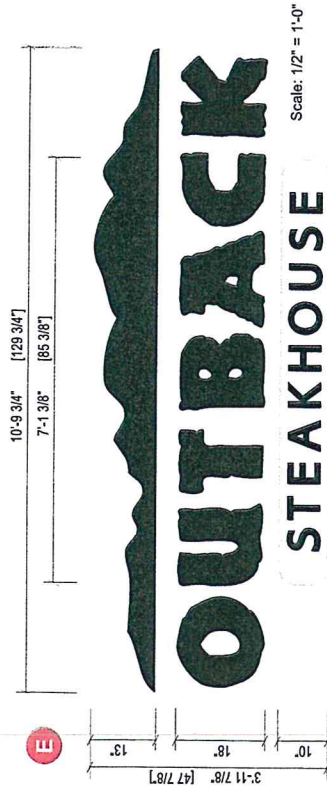


Right Elevation Detail
Store #411

E



Scale: 3/32" = 1'
Letterset is 43.14 SF - Occupies 2.6% of Elevation



Scale: 1/2" = 1'-0"



